



## 2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Behind the scenes for KEET's SEEING THE SIGNS screening and panel discussion, streamed live from the Jefferson Community Center in Eureka.

**KEET is a community-supported organization that uses public media to present diverse perspectives which educate, inspire, and entertain.**



### **KEET-TV is a valuable community asset.**

We provide our audiences with local programs to learn more about issues specific to our region.

KEET produces live, local candidate forums in partnership with the League of Women Voters; live, local coverage of local, regional and national elections on Election Day; and discussions with local, state and federal representatives addressing issues of local and regional importance, giving local citizens the chance to interact directly with their congressional representatives.

### **In 2023, KEET-TV provided this vital local service:**

KEET's weekly live news and public affairs program, **HEADLINE HUMBOLDT**, expanded its scope and added more local reporters to the roster to keep the variety of stories and viewpoints fresh. KEET's role in presenting and preserving the voices of this community has become more important than ever before. And KEET's experiments with different platforms and ways of storytelling expanded with another new podcast: **NEON GALACTIC**, which features interviews with fascinating folks on the leading edge of discovery, scientific and otherwise.

### **KEET-TV's local service had deep impact along the North Coast.**

KEET serves a heavily artistic community, and launched a new initiative in 2023: Live coverage of the world-famous **KINETIC SCULPTURE RACE**. The **ICONIC AMERICA** project focused on local residents' stories about our area's world-famous icon, the Redwood tree. These are just two of the ways KEET reflects this community back to itself on a regular basis. And our documentary **SEEING THE SIGNS** continues to be a community suicide prevention resource.



## 2023 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2023, KEET-TV collaborated with community members, volunteers and organizations in our effort to provide meaningful service.

These collaborations resulted in programs and series such as **HEADLINE HUMBOLDT**, **OLD TOWN ART CRAWL** and **BEYOND VICTORIAN: SPACIOUS, STYLISH AND STREAMLINED** and as well as new local productions supporting national programs like **FACING SUICIDE** and **ICONIC AMERICA**. Additionally, KEET continued work on the third season of **WHAT'S ON YOUR BUCKET LIST?** which gives seniors in our community a chance to do that one big thing they've always wanted to do; and the station continued production on the premiere season of **FIELD TRIP**, a half-hour series designed for a younger audience and featuring "field trips" to places in our community including a local fire station, oyster farm, chocolate factory and more.

While **HEADLINE HUMBOLDT** began as KEET's response to the COVID-19 pandemic, in 2023 it continued to solidify its position as an in-depth source for coverage of more local issues that affect this region. In addition to the host's own reporting, the roster of local reporters has been expanded to cover an even wider range of issues and stories. **HEADLINE HUMBOLDT** airs every Friday evening at 7pm on KEET-HD and at 8pm on KEET's **WORLD** channel. It also streams live as it airs on KEET's main HD channel as well as on YouTube TV, Hulu Live, DirecTV Stream and Local Now, and the show is available on demand on the PBS app and on YouTube. The show has also been the launchpad for another venture into non-broadcast programming: The digital-only **NEON GALACTIC**, which is available exclusively on KEET's YouTube channel.

KEET-TV continues to be committed reflecting this community back to itself with local programming. In the last year we have aired several independent, locally-produced documentaries. Here are two examples:

**STICK CAMP** is a local documentary produced by the Yurok tribe. From the producers' description: "Through times of antiquity the Tribes of the North coast lived in harmony. Each Tribe moved about the mountains, rivers, lakes, and oceans hunting and gathering traditional foods. When disputes arose and the people wanted to prevent war, a time-tested game called Sticks would be played. The best warriors skilled in hand-to-hand combat would engage each other and the match outcome would settle the dispute. When the dispute was settled our people moved on." **HUPA FIRE: TRADITIONAL AND CULTURAL FIRE MANAGEMENT**, produced by the Hoopa Fire Department, tells the story of how traditional fire burning or cultural burns helped California prevent major fires. This story is told by Hupa culture keepers who have firsthand accounts of their relationship to fire.

In 2023, KEET began to expand with the kinds of subjects it covered, pushing against its "comfort zone" but without going too far. An example of this was the half-hour documentary **VA VA VOOM**, in which women take back their power and ownership of the public gaze by performing burlesque. The women of the Va Va Voom Vixens Burlesque troupe in Eureka share what drew them to this kind of performance art, shedding light on the grit behind the glam.

KEET received an *Iconic Impact* grant from WETA to create unique opportunities in our community to promote dialogue about the PBS series **ICONIC AMERICA**. We created on air and online promotions for the community to submit their own stories and images of national, local or family icons of heirlooms that they were willing to share. We accepted stories up to 275 words and an image of the icon. We asked people to tell us what makes the icon special to you and how it's had an impact on your life. We promoted the project on KEET's main broadcast channel, social media platforms, two local newspapers and flyers posted in locations around the area. KEET also hosted a screening and panel discussion that allowed the community members who attended this event to learn more about both our local icon, the Redwood tree, as well as other national icons. Our station is pretty small so when we have a chance to talk in person with our audience the encounter gives us more information on if we are meeting their needs as a station. The *Iconic Impact* project gave people the opportunity to join in and engage with KEET through our capturing their stories, which is always a goal for the station.

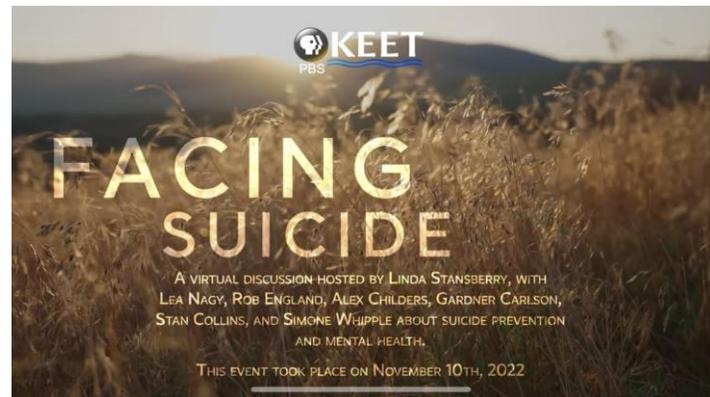
## KEET-TV Involves the Children and Families in its Community

In conjunction with the 4<sup>th</sup> season of WNET's **CAMP TV**, KEET was one of 10 stations nationwide awarded a production and community outreach grant. Our project was to find a young reader (K-5) from our area to read *Monsters in the Fog* on camera during the **CAMP TV**'s "Tell Me A Story" segment. KEET partnered with the Humboldt County Office of Education, the Humboldt Literacy Project, and the Humboldt County Library on this grant and we held "auditions" in April. There were more than 25 submissions and Lily from Crescent City was chosen as our reader. Lily's segment aired nationally and was shown on KEET on August 11, 2023.



## KEET-TV Addresses Issues Affecting its Community

In addition to creating the half-hour documentary **SEEING THE SIGNS**, the station also held three events including a virtual screening and panel discussion of the national documentary *FACING SUICIDE*, as well as two hybrid screening and panel discussions featuring its own half-hour documentary as well as the digital-only supplemental documentary short **SEEING THE SIGNS IN THE MATTOLE VALLEY**. KEET also created four interstitials featuring recognized community leaders about the new 988 Suicide and Crisis Lifeline service, including one in Spanish.



## KEET-TV Supports the Arts and More in its Community

The **KINETIC GRAND CHAMPIONSHIP** is a three-day race of human powered all terrain kinetic sculptures. Dozens of teams from all over the USA braved 50 miles of Humboldt county's Bay, roads, beaches, dunes, trails, hills, rivers and towns. In 2023 KEET broadcast the three days of the world-renowned race live from locations around Humboldt county, from Arcata Plaza to Deadman's Drop in Manila to the finish line in downtown Ferndale.





## 2023 LOCAL CONTENT AND SERVICE REPORT SUMMARY



**“My wife and I have been long time supporters of public broadcasting in all its forms. Being new to the area we wanted to support our local station so it can thrive and continue to be a beacon of sanity.” – Mary Broderick & Cole Spohr, Eureka, CA**

### KEET-TV PARTNERSHIPS:

Arcata Playhouse  
Bureau of Land Management  
Clarke Historical Museum  
Eureka Theater  
Humboldt Botanical Gardens  
Humboldt County Historical Society  
Humboldt County Library  
Humboldt County Office of Education  
Cal Poly Humboldt  
Ink People for the Arts  
League of Women Voters  
Minor Theater  
Morris Graves Museum  
NAMI Humboldt  
The Old Steeple  
Redwood National and State Parks  
Two Feathers Native American Family Services  
and so many more.



Live in the KEET studio for the YouTube series **NEON GALACTIC**.

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**Through community outreach efforts and locally-produced programming, KEET-TV enriches the lives of our community by offering them a chance to learn about the world, our community and themselves.**

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